

Joshua Blaker

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Professional Experience

Walmart: Sr. Graphic/CAD Manager- New York, NY - Fall 2008 - Present

- Creating original graphics, prints and wovens for \$700M private label Surf, Athletic and Denim Brands for Mens, Young Mens and Boys
- Managing the Toddler Boys Graphic Development Team
- Providing creative direction and technical assistance to the Design, Marketing, Home, Product Execution and Leadership teams
- Developing and conducting Photoshop and Illustrator classes for the CAD, Design and Brand Merchandising teams
- Hiring and managing freelance artists to create in house corporate publications for the Senior Leadership and Sustainability Teams
- Acting as liaison between the Creative Services and IT departments for all graphics-related software and hardware acquisitions
- Implementing and overseeing a comprehensive graphic legal review process for all in-house development
- Attending industry trade shows, conducting national competitive shopping, and presenting seasonal graphic trend reports
- Coordinating stock photography, clip-art and font licensing procedures for the entire Creative Services Department

Sears Holdings Corp. (Kmart/Sears): Boys Graphic/CAD Manager- New York, NY - Fall 2005 - Fall 2008

- Directing the graphic and textile team for Kmart and Sears Boys 4-20 apparel business
- Creating over 300 graphics, prints and yarn-dyes per season across 2 distinct companies and 9 in-house brands
- Interviewing, hiring and managing a hand-picked team of 3 full time Graphic/CAD artists, as well as seasonal freelancers
- Managing a \$50,000/yr. print and sample budget
- Supervising the creation of graphic separations, production packages and communications with overseas sourcing offices
- Creating and maintaining a comprehensive graphic technique library to aid in communications with factories
- Presenting Seasonal Graphic Trend Direction

Newborn Graphic/CAD Designer - Fall 2005

- Setting the graphic direction for Kmart's Small Wonders brand
- Creating yarn-dyes, prints, graphics, appliqués and embroideries for 0 to 9 month boys, girls and unisex apparel lines

Old Navy: Boys Graphic Designer - New York, NY - Fall 2004 - Fall 2005

- Art directing and creating graphics for the boys active, swim, fashion, denim and outerwear divisions
- Managing a team of 3-4 freelance graphic designers in the creation of 200+ graphics per season
- Designing innovative seasonal labeling, hang-tags, packaging, POP displays, mailers, and gift cards
- Providing extensive Mac and Adobe tech support to the entire Old Navy graphics department
- Shopping for and analyzing seasonal graphic style, technique, and color trends
- Coordinating color standardization efforts between the graphics, CAD, color, product and IT departments
- Administering Help Desk support for product designers and freelancers sketching flats in Adobe Illustrator

Parsons School of Design: Adjunct Professor - New York, NY - Summer 2001 - Spring 2007

- Developing & teaching two, 30-45 hour Adobe fashion graphics courses per semester
- Instructing continuing education and associate degree students at beginning, intermediate & advanced levels
- Classes: Fashion Graphics with Adobe Illustrator, Fashion Graphics with Adobe Photoshop and Fashion/CAD Intensive

Freelance Illustrator: Fall 1995 - Fall 2004

- 5 years full-time freelance - Old Navy Graphics Department, working in all divisions
- Other clients include: Target, The Gap, Banana Republic, Mammoth Toys, Antenna Group, Alloy.com

Related Skills:

Strategic Planning, Team Building and Management, Branding, Copy Writing, IT Implementation and Training, Graphic Resource Management, Legal Review and Color Processes Implementation

Computer Skills - Mac & Windows

- Adobe Creative Suite 5 • MS Office • Cinema 4D R11.5 • Poser 7 • Painter 11